

**GOVERNMENT OF INDIA
TEXTILES
LOK SABHA**

UNSTARRED QUESTION NO:2204
ANSWERED ON:10.03.2016
Promotion of Indian Arts and Crafts
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Will the Minister of TEXTILES be pleased to state:

- (a) whether the Government has taken steps to ensure the promotion of Indian arts, crafts and handicrafts in the world market;
- (b) if so, the details thereof;
- (c) whether the Government proposes to promote the Indian weaving art at the International Forums and Market; and
- (d) if so, the details thereof?

Answer

MINISTER OF STATE (INDEPENDENT CHARGE)
IN THE MINISTRY OF TEXTILES
(SHRI SANTOSH KUMAR GANGWAR)

(a) & (b): Yes, Madam. The Government has taken following steps to ensure the promotion of Indian Handicrafts and Handmade Carpets & other floor covering in the world market:-

1. 5% Merchandise Exports from India Scheme (MEIS) Scrip on exports of Hand Made Carpets and other Floor Coverings under MEIS.
2. There are 132 products items of handicrafts under MEIS and the exporters are availing the benefits available i.e. 3% on 20 handicrafts items and 5% on 112 handicrafts items as an incentive to explore exports of handicrafts items from the country.
3. 3% Interest Equalization Scheme on Pre-Shipment & Post Shipment Credit.
4. Market Development Assistance (MDA) Grant and Market Access Initiative (MAI) Assistance for participation in Fairs & Exhibitions/Reverse/Buyer-Seller Meet in India & abroad.
5. Assistance provided by the Government for marketing study, branding, participation in Fairs & Exhibitions, Buyer-Seller Meet in India & abroad etc. through Marketing and other Scheme.
6. Thematic display and live demonstration of crafts by Master Craftspersons in exhibitions abroad.
7. Brand image promotion of Indian handicrafts abroad through seminars and publicity as well as awareness programs in India.
8. Organizing Indian Handicrafts & Gifts Fair twice a year besides product specific shows.
9. Display of new design through exporters for creating awareness and marketing.
10. To provide technological support to wooden crafts, a Technological Upgradation centre has been setup in Saharanpur.
11. To facilitate manufactures/exporters for developing new design and finishing products Common Facility Centre have been setup in Jodhpur and Saharanpur.
12. International Lace Trade Centre is being setup in Crafts Cluster of Lace & Crocheted crafts at Narasapur, Andhra Pradesh.
13. Moradabad Resource Centre is being setup at Moradabad to facilitate information relating to business development, word market trends, marketing and publicity and to cater to the changing tastes and requirements of international market and remain abreast with the latest development.
14. Setting up of Mega Clusters in Bhadohi-Mirzapur & Srinagar for increasing manufacturing and exports of carpets.
15. Providing Skill Development Training for Carpets weaving.
16. Providing financial assistance for running Carpet Weaving Training Centers in Bhadohi-Varanasi-Mirzapur areas for creating new Artisans/ Weavers with stipend.

17. The Excise & Customs Duties paid for importing inputs are refunded through Duty Drawback channel.

18. Setting up of Indian Institute of Carpet Technology (IICT) at Bhadohi.

(c) & (d): Yes, Madam. The Handloom Export Promotions Council (HEPC) is a nodal agency set up by Ministry of Textiles, Government of India to promote exports of all handloom products like fabrics, home furnishings, carpets and floor coverings, etc. HEPC also provide all support and guidance to Indian handloom exporters and international buyers for trade promotion and international marketing. Recently, "India Handloom" Brand (IHB) was launched by the Hon'ble Prime Minister of India on the occasion of first National Handloom Day on 07.08.2015 to endorse the quality of the products in terms of raw material, processing, weaving and other parameters besides social and environmental compliances for earning the trust of the domestic as well as international customers and promote handloom in international market.
